

**Table 16.18-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 1996-1997 TO 1999-2000**

[Averages for 12-month periods ended in March. Foreign-language daily newspapers, not included in this table, are the *Hawaii Hochi*, Japanese and English; *Korean Times*, *Han Kook Ilbo* and *Korea Central Daily*, Korea; and *United Chinese Press*, Chinese]

Newspaper	1996-97	1997-98	1998-99	1999-2000
Daily:				
<i>The Honolulu Advertiser</i> 1/	104,960	104,233	104,602	107,495
<i>Honolulu Star-Bulletin</i> 2/	71,418	69,188	67,124	63,480
<i>Hawaii Tribune-Herald</i> (Hilo) 3/	19,079	(NA)	19,069	(NA)
<i>West Hawaii Today</i> (Kailua-Kona) 3/	11,334	10,938	11,667	11,206
<i>Maui News</i> (Wailuku) 4/	17,702	17,142	16,970	5/ 17,225
<i>Garden Island</i> (Lihue) 4/	7,551	8,352	8,790	6/ 8,379
Sunday morning:				
<i>The Honolulu Advertiser</i>	190,475	190,349	188,556	187,277
<i>Hawaii Tribune-Herald</i> (Hilo)	22,894	(NA)	22,851	(NA)
<i>West Hawaii Today</i> (Kailua-Kona)	13,668	13,981	14,610	14,617
<i>Maui News</i> (Wailuku)	23,992	24,098	24,220	24,365
<i>Garden Island</i> (Lihue)	7,750	9,293	9,395	9,210

NA Not available.

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Mornings, Monday through Friday.

4/ Afternoons, Monday through Friday.

5/ The *Maui News* became a morning paper on July 24, 2000.

6/ As of September 2000, The *Garden Island* added a Saturday morning edition.

Source: Data provided by newspaper publishers to Hawaii State Department of Business, Economic Development & Tourism.